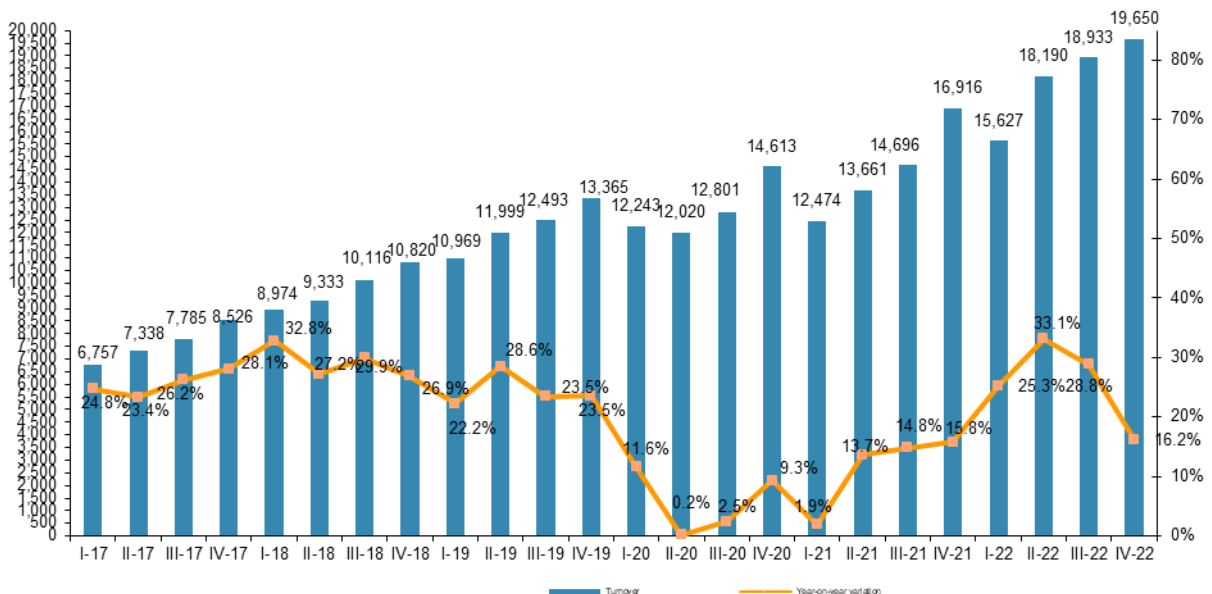


PRESS RELEASE

E-commerce exceeds 72 billion euros in Spain in 2022- up 25% from last year

Madrid, 30 June 2023. – E-commerce turnover in Spain has increased in the fourth quarter of 2022 with a year-on-year growth of 16.2% to total 19.650 billion euros, according to the latest e-commerce data available on the [CNMCData](https://www.cnmc.es) website.

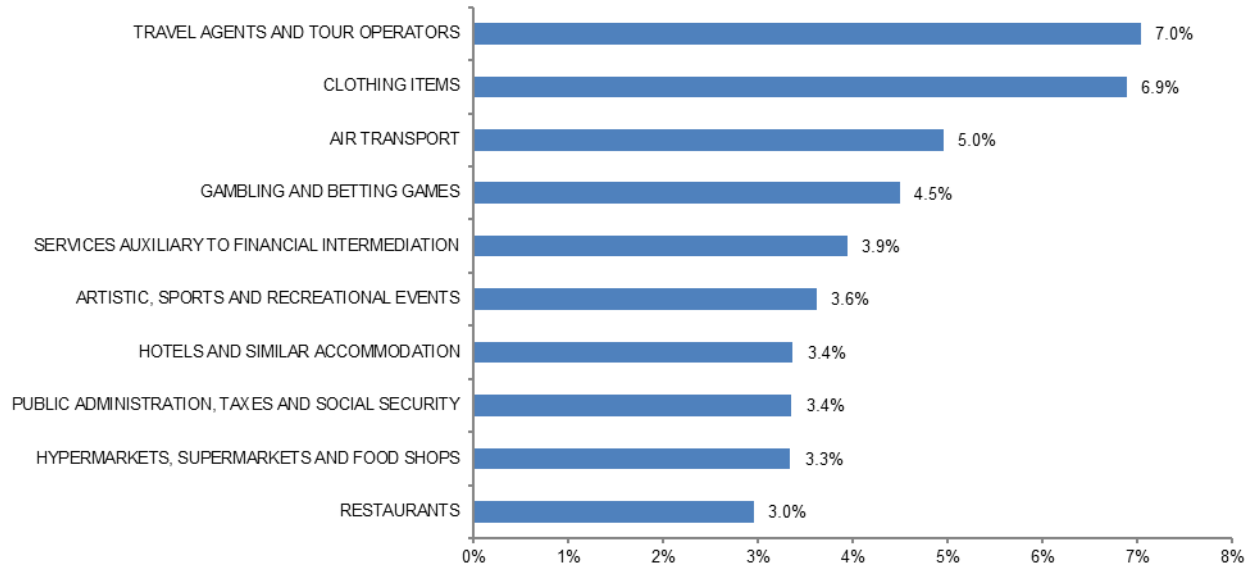
QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were travel agencies, with 7.0% of the total turnover; followed by clothing, with 6.9%, and air transport taking third place with 5.0%.

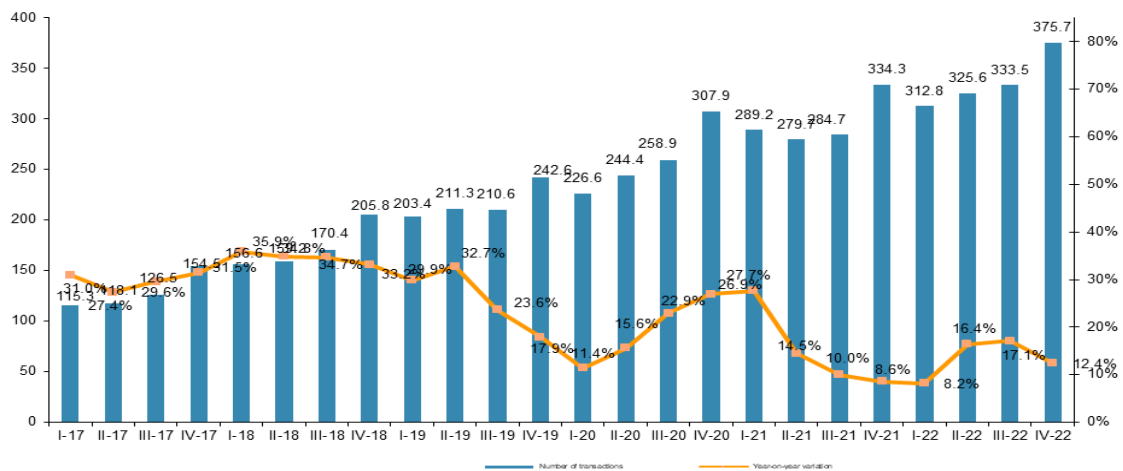
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (IV-22, percentage)



Source: CNMC

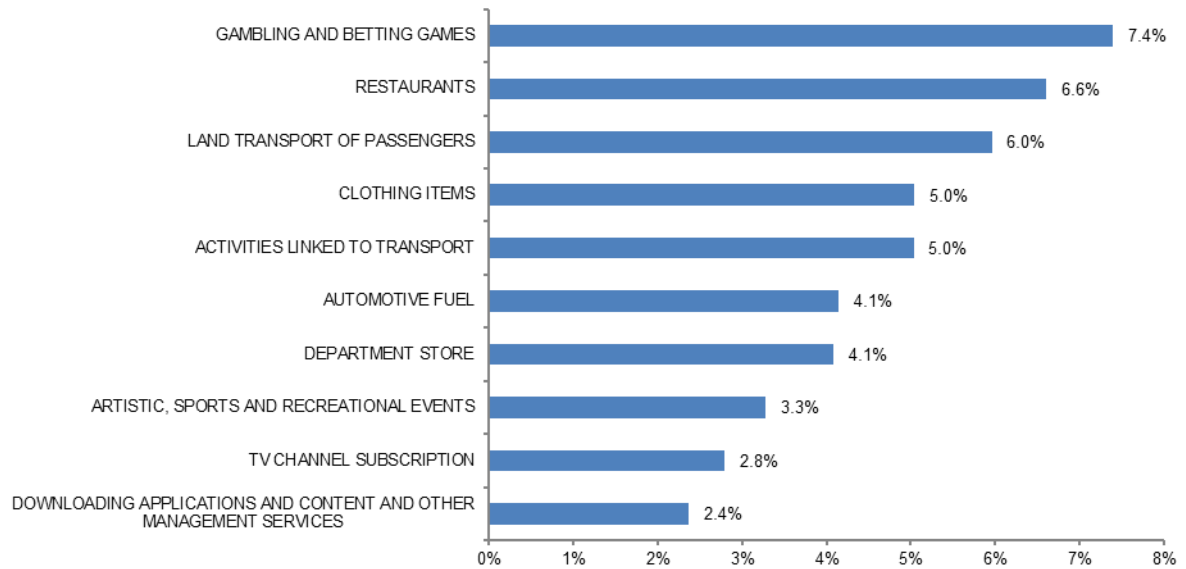
As regards the number of transactions, in the fourth quarter of 2022 more than 375 million transactions were registered - up 12.4%. Gambling leads the ranking in terms of sales (7.4%).

QUARTERLY TREND IN THE NUMBER OF E-COMMERCE TRANSACTIONS AND YEAR-ON-YEAR VARIATION (millions of transactions and percentage)



Source: CNMC

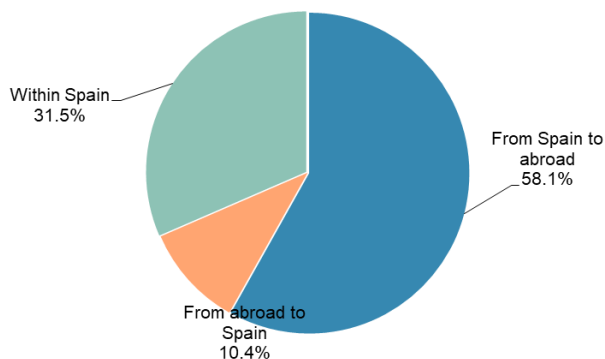
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (IV-22, percentage)



Source: CNMC

In terms of geographical segmentation, 41.9% of the revenue from the fourth quarter of 2022 was to Spain. The remaining 58.1% corresponds to purchases originating in Spain carried out through foreign locations.

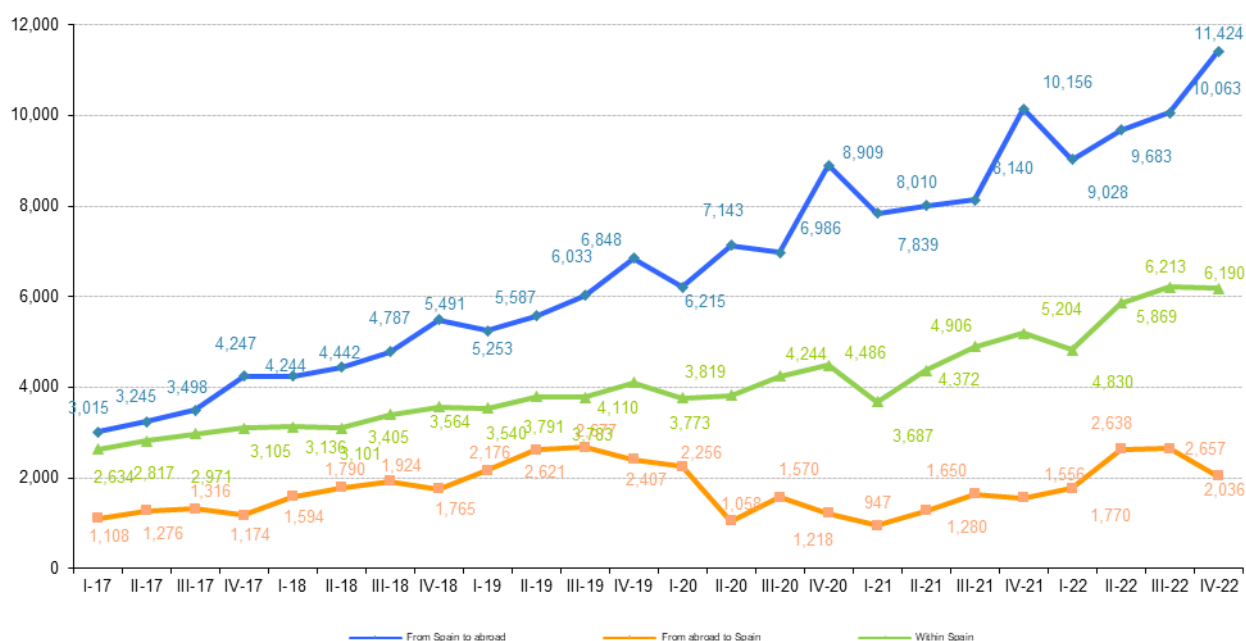
E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (IV-22, percentage)



Source: CNMC

The external balance (the difference between what is purchased in Spain from foreign locations and what is purchased from Spain to foreign locations) shows a deficit of 9.388 billion euros.

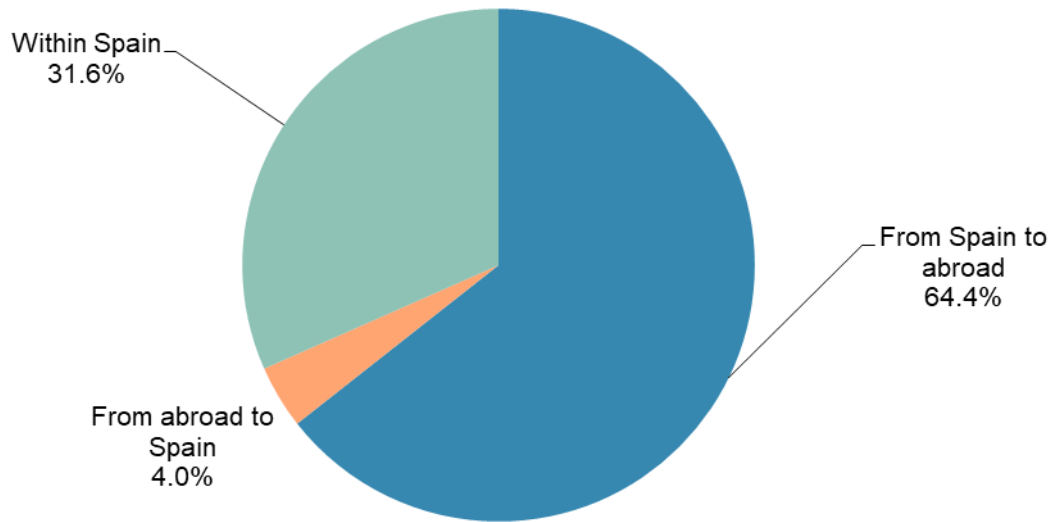
QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY
(millions of euros)



Source: CNMC

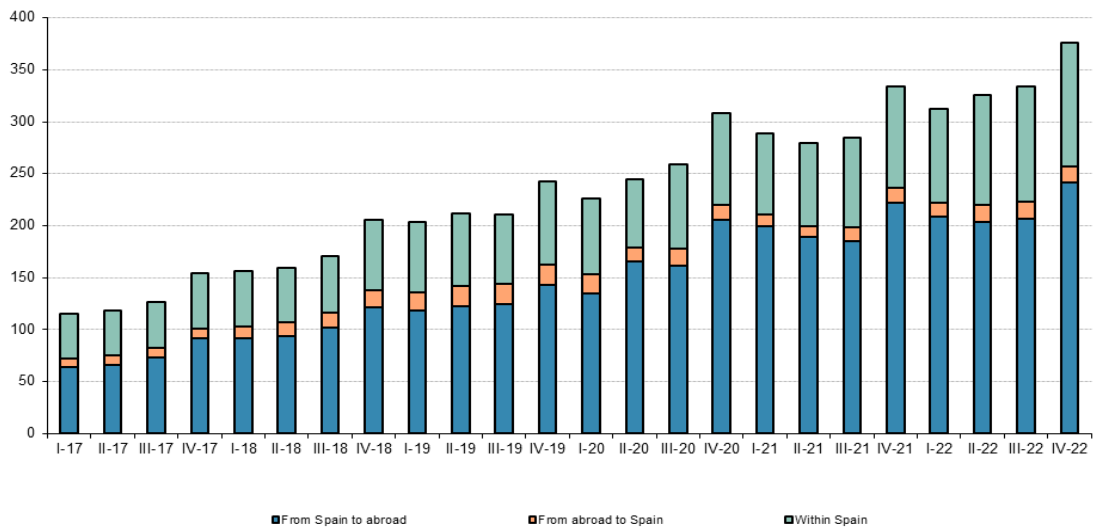
Broken down into number of transactions, 35.6% of sales were registered in Spain and 64.4% abroad.

NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (IV-22, percentage)



Source: CNMC

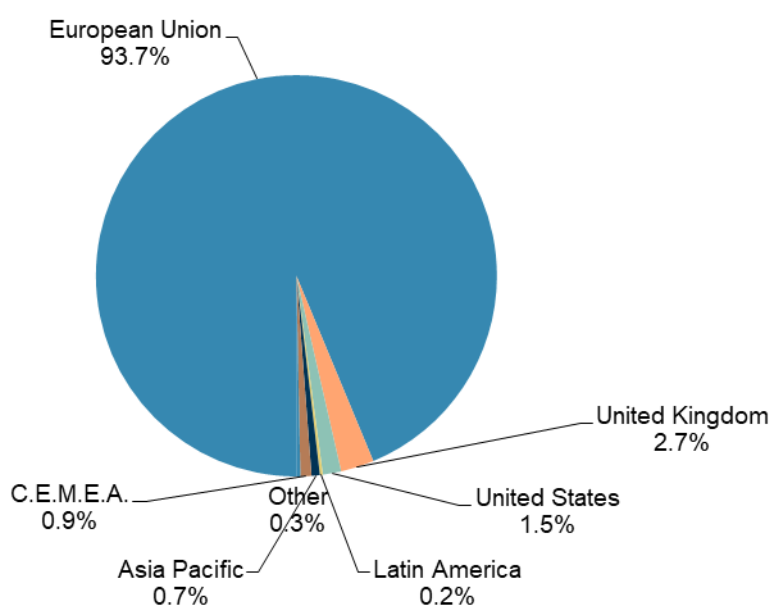
QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 11.424 billion euros - up 12.5% on the figure from the fourth quarter of the previous year. 93.7% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

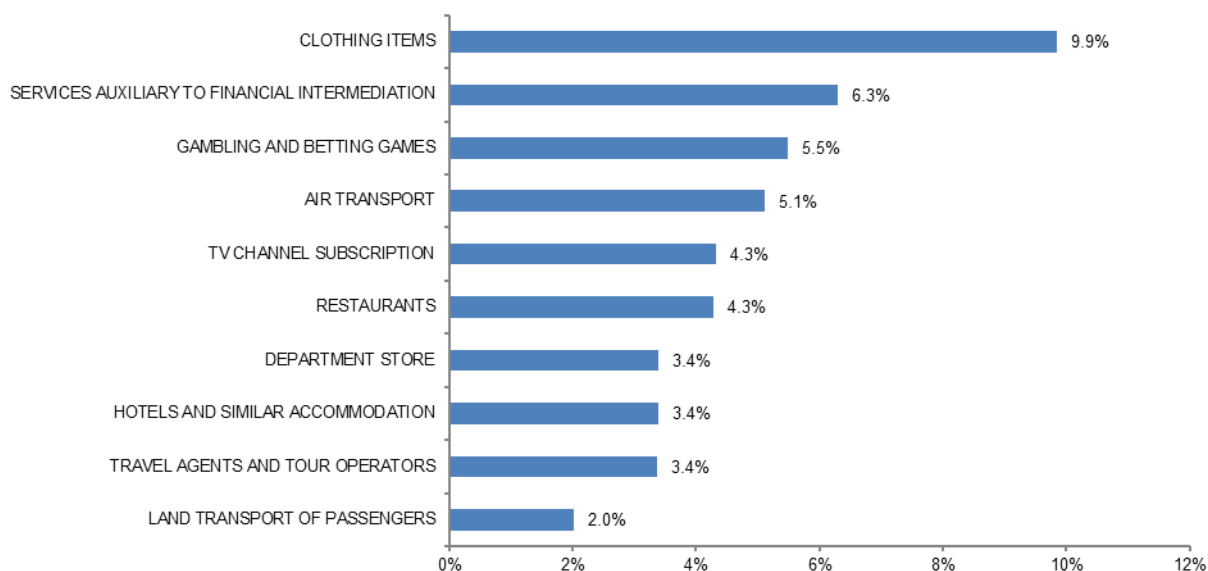
E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (IV-22, percentage)



Source: CNMC

The areas of activity with the greatest turnover from Spain sent to foreign locations are clothing (with 9.9%), services auxiliary to financial intermediation (6.3%), and gambling (5.5%).

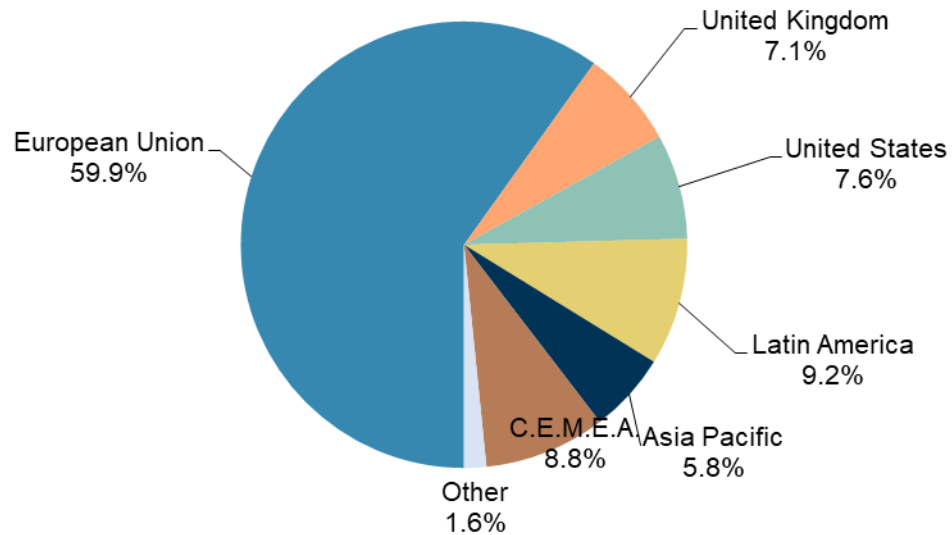
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (IV-22, percentage)



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 2,036 million euros - up 30.9% on the figure from the fourth quarter of the previous year. 59.9% of purchases from foreign locations originated in countries within the European Union.

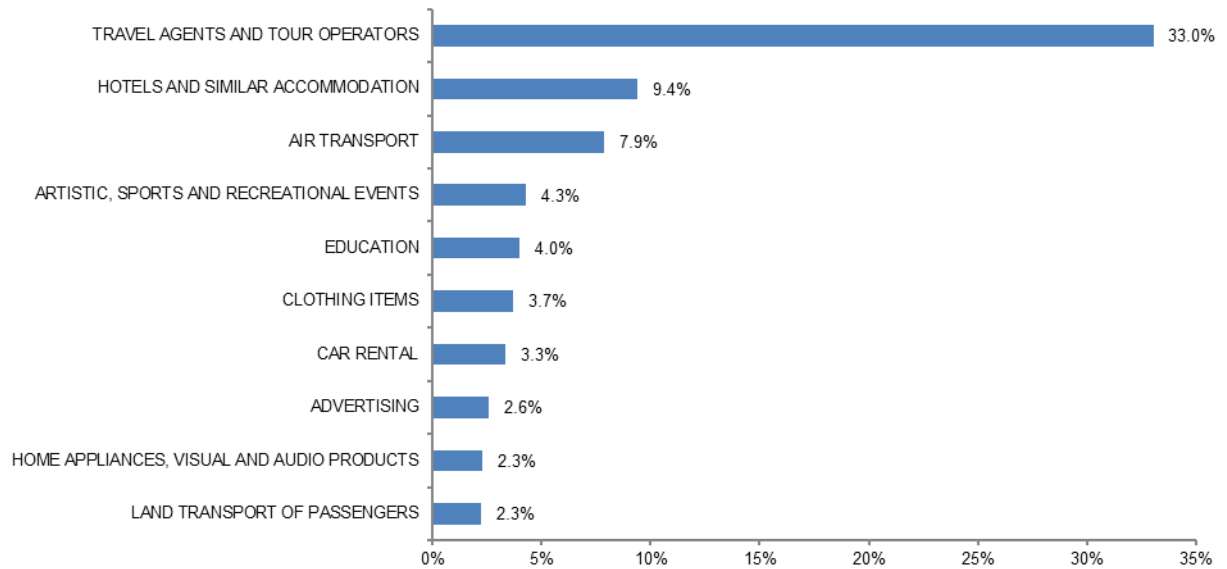
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (IV-22, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 55.9% of the purchases to Spain from foreign locations.

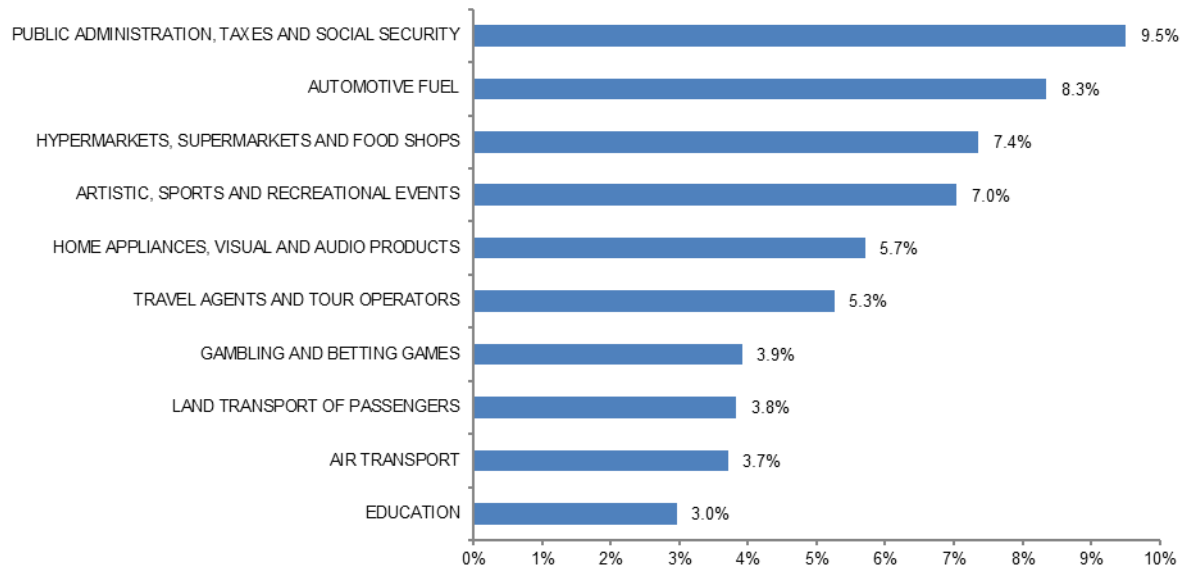
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (IV-22, percentage)**



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 18.9%, reaching 6.190 billion euros. Public administration, taxes and social security account for 9.5% of turnover within Spain.

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER WITHIN SPAIN (IV-22, percentage)



Source: CNMC

More data on [CNMCData](#)